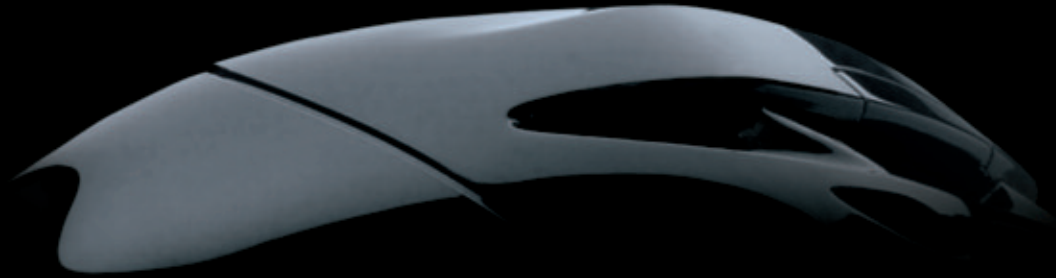


MERCURY OUTBOARDS *Effective October 2008*



LOOK DEEPER



VERADO

Verado Six-Cylinder
300 – 200 hp10

Verado Four-Cylinder
200 – 135 hp12

OptiMax

OptiMax Pro XS
250 – 175 hp14

OptiMax 3.0L
250 – 200 hp16

OptiMax 2.5L and 1.5L
175 – 75 hp18

MERCURY FourStroke

EFI FourStrokes
115 – 75 hp20

EFI FourStrokes
60 – 40 hp22

EFI FourStrokes
30 – 25 hp24

FourStrokes
20 – 8 hp26

FourStrokes
6 – 2.5 hp28

Pro Kickers
15 hp and 9.9 hp30

Jet Outboards
110 – 25 hp31

MERCURY Products

Precision Parts32

Engine
Specifications34



Mercury founder E. Carl Kiekhaefer sold his first outboard engine in 1939, determined to raise engine standards throughout the marine world. Today when you experience the superior supercharged power of Verado®, the smooth control of Digital Throttle & Shift or the lightning-fast acceleration of Fury™ propellers, it's easy to see why Mercury remains focused on the lofty goals of its originator. With 70 years of dedication, passion and innovative engineering invested in the advancement of marine engines, Mercury Marine is committed to improving boating for everyone.



LEADERS LOOK FORWARD

Since day one, each and every Mercury engine has surpassed both industry standards and consumers' expectations in terms of performance, fuel economy and durability. That's a tradition that continues today. From Verado to OptiMax® to our full line of FourStrokes, every engine is designed to be quicker, faster, more efficient and more durable than any other outboard. The following pages are filled with facts that demonstrate how no one else comes close to Mercury.

Look Deeper and see for yourself.



PERFORMANCE



FUEL EFFICIENCY



DURABILITY

VERADO

Verado Six-Cylinder
300 – 200 hp10

Verado Four-Cylinder
200 – 135 hp12

OptiMax

OptiMax Pro XS
250 – 175 hp14

OptiMax 3.0L
250 – 200 hp16

OptiMax 2.5L and 1.5L
175 – 75 hp18

MERCURY FourStroke

EFI FourStrokes
115 – 75 hp20

EFI FourStrokes
60 – 40 hp22

EFI FourStrokes
30 – 25 hp24

FourStrokes
20 – 8 hp26

FourStrokes
6 – 2.5 hp28

Pro Kickers
15 hp and 9.9 hp30

Jet Outboards
110 – 25 hp31

MERCURY Products

Precision Parts32

Engine
Specifications34

RAISING EYEBROWS AND EXPECTATIONS

With unprecedented vision and a rock-solid commitment to innovation, it's no surprise that Mercury continues to outperform the competition.



CONSTANTLY PERFECTING PERFORMANCE

GET THE FACTS

- ◆ No engine designed for a car will work flawlessly on the water. Only Mercury designs engines specifically to withstand the unique challenges of the marine environment.
- ◆ From the pontoon power of BigFoot to the shallow-water design of Mercury Jets and the speed and satisfaction of OptiMax, Mercury offers more FourStroke and two-stroke options and technologies than any other marine engine manufacturer. We are determined to meet the differing and important demands of all boaters. No other company does that. No other company can.
- ◆ In just the last two years alone, a Mercury outboard has powered the winning boats in more than 580 races worldwide. Each checkered flag represents another technological advancement that enhances our engines and provides boaters with championship-caliber performance.
- ◆ Innovative parts, props and accessories reinforce our commitment to excellence. For example, Mercury's newest propellers consist of our exclusive X7® alloy to provide boaters more speed, improved acceleration and greater efficiency.



PERFORMANCE



FUEL EFFICIENCY



DURABILITY

VERADO

Verado Six-Cylinder
300 – 200 hp10

Verado Four-Cylinder
200 – 135 hp12

OptiMax

OptiMax Pro XS
250 – 175 hp14

OptiMax 3.0L
250 – 200 hp16

OptiMax 2.5L and 1.5L
175 – 75 hp18

MERCURY FourStroke

EFI FourStrokes
115 – 75 hp20

EFI FourStrokes
60 – 40 hp22

EFI FourStrokes
30 – 25 hp24

FourStrokes
20 – 8 hp26

FourStrokes
6 – 2.5 hp28

Pro Kickers
15 hp and 9.9 hp30

Jet Outboards
110 – 25 hp31

MERCURY Products

Precision Parts32

Engine
Specifications34

NO ONE GETS MORE FROM LESS

Efficiency is key, and we constantly find
new ways to stretch your fuel.



AT MERCURY, WE TAKE A 360-DEGREE VIEW OF FUEL USE

GET THE FACTS

- ◆ Save at the pump: Mercury's Direct Injected and FourStroke outboards can deliver thousands of dollars in fuel savings compared to other outboards.
- ◆ Count on superb reliability and improved performance and efficiency. Features such as our Range Plus Powertrain give a Verado 150 hp up to 56 more miles (90 km) of range than our competition (based on a 40-gallon/150-liter tank).
- ◆ Mercury hydrodynamic gearcase designs cut through water efficiently for improved performance and fuel savings.
- ◆ Mercury's black engines are actually very green. We offer more CARB three-star ultra-low emission-rated outboards than any other manufacturer.
- ◆ Mercury offers over 500 unique propellers, each engineered with the best technology and alloys to maximize fuel efficiency and boat performance, no matter what the size or model of boat.



FUEL EFFICIENCY



DURABILITY

VERADO

Verado Six-Cylinder
300 – 200 hp10

Verado Four-Cylinder
200 – 135 hp12

OptiMax

OptiMax Pro XS
250 – 175 hp14

OptiMax 3.0L
250 – 200 hp16

OptiMax 2.5L and 1.5L
175 – 75 hp18

MERCURY
FourStroke

EFI FourStrokes
115 – 75 hp20

EFI FourStrokes
60 – 40 hp22

EFI FourStrokes
30 – 25 hp24

FourStrokes
20 – 8 hp26

FourStrokes
6 – 2.5 hp28

Pro Kickers
15 hp and 9.9 hp30

Jet Outboards
110 – 25 hp31

MERCURY
Products

Precision Parts32

Engine Specifications34

BATTLE-TESTED

At Mercury, we test our engines mercilessly and use those results to make them even more durable. The tougher the test, the tougher the engine. The tougher the engine, the more peace of mind for you. So whether you're fishing miles offshore or taking the family on a weekend adventure, you'll never have to worry about your Mercury letting you down.



Actual Mercury Marine log-strike test on prototype six-cylinder Verado.

NOBODY'S TOUGHER ON OUR ENGINES THAN WE ARE

GET THE FACTS

- ◆ Vicious log strikes, saltwater spray booths, high-humidity chambers and hot/cold water temperatures. That's just phase one of our brutal testing process. Then we run each engine rigorously for thousands of hours to prove it can stand the test of time.
- ◆ With more stainless steel key components and an exclusive protective multistep paint process, Mercury engines are built to withstand the elements and outlast the competition.
- ◆ Superior design and engineering produce unequalled durability. For example, long bolts in our 75 – 300 hp four-stroke powerheads provide long-term integrity of our engine blocks, while our PCM 07 controllers are sealed and are impervious to saltwater and other fluids.
- ◆ It's reassuring to know your Mercury comes with a three-year limited, factory-backed nondeclining warranty and the industry's only three-year limited corrosion failure warranty.
- ◆ J.D. Power and Associates® ranked Mercury OptiMax highest in customer satisfaction with two-stroke outboard engines three years in a row. Reliability provides peace of mind on the water.



DURABILITY

PERFECT PROPULSION

Whisper quiet, fuel-efficient and remarkably fast, Verado is marine propulsion at its very best

VERADO

SIX-CYLINDER

300 hp | 275 hp | 250 hp | 225 hp | 200 hp



Engine Type: Six-cylinder DOHC 158.5 cu in (2598 cc)
 Dry Weight: 635 lb (288 kg)
 Steering: Electro-hydraulic power steering
 Warranty: Three-year limited, nondeclining factory-backed
 Induction: Supercharged with charge air cooling
 Shaft Length: 20" (508 mm), 25" (635 mm), 30" (762 mm)
 Counter Rotation: Available on 20" (CL), 25" (CXL) and 30" (CXXL) models
 CARB Star Rating: 2



Complete coverage. Every Mercury outboard comes with a three-year limited, factory-backed nondeclining warranty and a three-year limited corrosion failure warranty (excluding Mercury Racing® and two-stroke outboards).



We're everywhere. Mercury has the largest marine dealer network in the world. No matter where you are, you always have trained Mercury technicians close by for expert service and support.

Source: Tests conducted by Mercury Marine – June 2007.
 Test conducted on a 23' fiberglass fishing boat using a Mercury Verado 300 hp FourStroke and a Suzuki DF300 four-stroke.
 Assumptions: Engines are run 100 hours per year over five years; price of gas is US \$4.00 per gallon/ US \$1.06 per liter.

ADVANTAGE VERADO



CONSUME LESS

Verado with Range Plus Powertrain: Proof that power and fuel efficiency are not mutually exclusive.

- > Every part was designed to make this the most fuel-efficient engine ever, including forged pistons, precision-machined oil dams, new intake cams and specially engineered bearings.
- > Enhanced Power Control Module calibration optimizes fuel economy.



OUR SILENCE SPEAKS VOLUMES

Verado provides the quietest, smoothest power ever available in an outboard engine. Power up with Verado. Your ears will thank you.

- > Patented multichambered Intake Attenuator reduces noise by up to 14 decibels.
- > Acoustic foam lining inside cowling absorbs engine noise.



ENGINEERING THE EXPERIENCE

Instant acceleration. Effortless steering. Information at a glance.

- > Steering torque is nonexistent thanks to Verado's Electro-Hydraulic Power Steering.
- > SmartCraft® Digital Throttle & Shift (DTS) delivers automotive-like control, instant throttle response and unprecedented smooth shifting.
- > SmartCraft instrumentation provides up-to-the-second information on fuel consumption, air, water and engine temperature, charging level, ground speed, even maintenance and service advice, all at a glance.



THINK FAST



VERADO



SUZUKI

FASTER

Get there now!

Verado 300 hp is **16% quicker** from 0 – 20 mph (0 – 32 kmh) and **over 4 mph faster** at wide open throttle than Suzuki® 300 hp.

- > Supercharged induction system provides beefy torque for incredible holeshot and jaw-dropping mid-range acceleration.
- > Unique charge air cooler increases intake air density for even more power.



"Will you swap out my Yamahas?"
 – Keith M.

THE VALUE OF VERADO



FUEL SAVINGS

Go farther for less. When comparing Verado 300 hp to Suzuki 300 hp, Verado can **save you US \$1,600** in fuel costs over five years.

- > You don't have to sacrifice power to spend less on fuel. The new Verado Range Plus Powertrain features forged pistons, precision-machined oil dams and new intake cams all specially designed to get more performance out of every drop of fuel.

WHISPER QUIET



VERADO



SUZUKI

QUIETER

Nothing's quieter.

Mercury Verado 300 hp is **50% quieter** than Suzuki 300 hp at wide open throttle.

- > In-line six-cylinder engine block inherently runs smoother and quieter than other outboards.
- > Cradle-mount design isolates the engine, minimizing vibration and noise.

YOU'VE ONLY BEGUN TO SEE HOW VERADO BEATS THE COMPETITION

For head-to-head engine tests, boater interviews and other videos, **Go to MercuryMarine.com**



VERADO

300 hp

275 hp

250 hp

225 hp

200 hp

LIGHT UP THE WATER

Verado is the world's lightest 200 hp four-stroke

VERADO

FOUR-CYLINDER

200 hp | 175 hp | 150 hp | 135 hp



Engine Type: Four-cylinder DOHC 105.7 cu in (1732 cc)

Dry Weight: 510 lb (231 kg)

Steering: Big tiller, hydraulic or optional electro-hydraulic power steering available

Warranty: Three-year limited, nondeclining factory-backed

Induction: Supercharged with charge air cooling

Shaft Length: 20" (508 mm), 25" (635 mm)

Counter Rotation: Available on 25" (CXL) models

CARB Star Rating: 2



Complete coverage. Every Mercury outboard comes with a three-year limited, factory-backed nondeclining warranty and a three-year limited corrosion failure warranty (excluding Mercury Racing and two-stroke outboards).



We're everywhere. Mercury has the largest marine dealer network in the world. No matter where you are, you always have trained Mercury technicians close by for expert service and support.

Source: Mercury Marine Engineering Dept. - May 2007. Test conducted on 18' aluminum Deep V fishing boat using a Mercury Verado 150 hp Four-Stroke, an Evinrude 150 hp E-TEC two-stroke, a Honda 150 hp four-stroke, Suzuki 150 hp four-stroke and Yamaha 150 hp four-stroke. Assumptions: Engines are run 100 hours per year over five years; price of gas is US \$4.00 per gallon/ US \$1.06 per liter.

FORWARD THINKING



ACCELERATED DEVELOPMENT

The idea behind Verado? Create the fastest, most fuel-efficient, best-accelerating, smoothest, quietest, most advanced outboard in the world.

- > Verado's innovative supercharged powerhead delivers unrivaled speed, acceleration and overall performance.
- > Verado is the world's only self-compensating outboard. Unlike naturally aspirated engines, it provides steady, consistent power regardless of outside conditions such as temperature and humidity.



THE TOTAL PACKAGE

Verado is unlike any other outboard, offering unmatched acceleration, fingertip throttle and steering and remarkably quiet power.

- > Electro-Hydraulic Power Steering eliminates steering torque.
- > SmartCraft Digital Throttle & Shift (DTS) delivers automotive-like control, instant throttle response and the smoothest shifting available.
- > SmartCraft instrumentation provides instantaneous information on fuel consumption; air, water and engine temperature; charging level; ground speed and maintenance and service advice, all at a glance.



DRIVE PAST THE PUMP

While other manufacturers were running to refuel, Mercury was refining greater fuel economy.

- > Forged pistons, precision-machined oil dams and redesigned bearings reduce friction and increase fuel efficiency.
- > Intake cams allow the engine to produce more power while working less.
- > Enhanced Power Control Module (PCM) calibration optimizes fuel economy.

THE EFFICIENCY EXPERT



Go farther for less. Over five years, Verado 150 hp delivers **US \$3,150 in fuel savings** compared to Evinrude® 150 hp E-TEC®, US \$1,150 versus Suzuki 150 hp and US \$850 versus Yamaha® 150 hp.

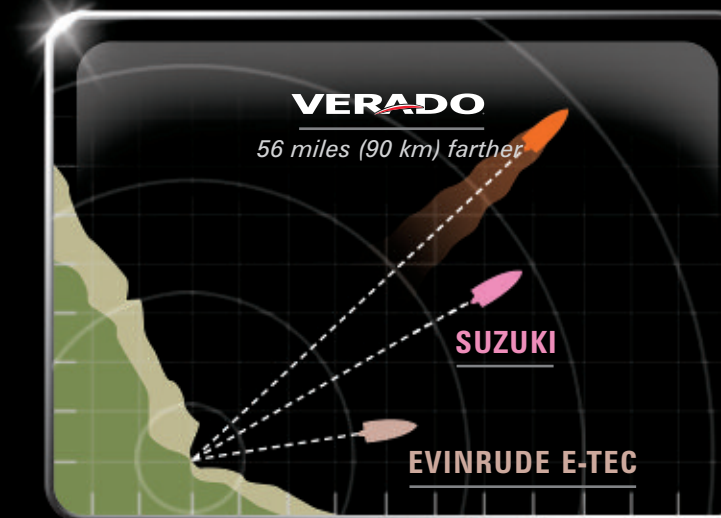
- > Enhanced Range Plus Powertrain increases efficiency up to 43%.
- > Advanced electronic controls deliver better economy across the powerband.
- > Redesigned intake cam increases airflow and efficiency.



"Would I switch from the Yamahas to the Verados? Yeah, I definitely would."

- Edward D.

GO THE DISTANCE



Run farther faster with the Range Plus Powertrain. At maximum cruise, Verado 150 hp provides up to **56 more miles of range** (90 km) per 40-gallon (151-liter) tank than other outboards.

- > At cruise, Verado 150 hp delivers up to 26% more mpg than Suzuki 150 hp and 43% more mpg than Evinrude 150 hp E-TEC.
- > Sequential Multiport Fuel Injection ensures the perfect ratio of fuel to air for optimal combustion efficiency.

OUT FRONT AND PULLING AWAY



VERADO

HONDA

Follow the leader. From 0 - 30 mph (0 - 48 kmh), Verado 150 hp is up to **2.4 seconds quicker** than other four-strokes.

- > Supercharged system provides beefy torque for incredible holoshots and jaw-dropping mid-range acceleration.
- > Our unique charge air cooler helps increase intake air density for increased power.

YOU'VE ONLY BEGUN TO SEE HOW VERADO BEATS THE COMPETITION

For head-to-head engine tests, boater interviews and other videos,

Go to MercuryMarine.com



200 hp
175 hp
150 hp
135 hp

BEST DIRECT INJECTED ENGINE ANYWHERE



Better speed, greater efficiency and remarkable acceleration. No wonder more anglers rely on Mercury OptiMax Pro XS.



OptiMax ProXS

250 hp | 225 hp



Engine Type: V6 (60° vee) 185 cu in (3032 cc)
 Dry Weight: 505 lb (229 kg)
 Steering: Remote or big tiller kit
 Warranty: Three-year limited, nondeclining factory-backed
 Induction: 2-stage direct fuel injected
 Shaft Length: 20" (508 mm), 25" (635 mm)
 Counter Rotation: NA
 CARB Star Rating: 3



175 hp

Engine Type: V6 (60° vee) 153 cu in (2507 cc)
 Dry Weight: 431 lb (195 kg)
 Steering: Remote or big tiller kit
 Warranty: Three-year limited, nondeclining factory-backed
 Induction: 2-stage direct fuel injected
 Shaft Length: 20" (508 mm), 25" (635 mm)
 Counter Rotation: NA
 CARB Star Rating: 3

Source: Mercury Marine Engineering Dept. - May, 2008. Test conducted on a 21' bass boat with a Mercury OptiMax 250 hp Pro XS and an Evinrude 250 hp E-TEC HO. Assumptions: Engines are run 100 hours per year for over five years; price of gas is US\$4.00 per gallon/\$1.06 per liter.

RUN WITH A PRO



THE DI ADVANTAGE

The smaller the fuel particle the better the combustion. Our Direct Injection system sends a mist of microscopic, atomized fuel and air particles directly into the cylinder. Eighty-nine times smaller than the diameter of a human hair, these fuel particles burn quicker, cleaner and more completely producing fewer emissions, better fuel economy and more responsive performance.



CHAMPIONSHIP-CALIBER PERFORMANCE

With a long history of proven, powerful performance, OptiMax Pro XS was designed to rule the water.



- ◆ Rooted in Mercury Racing, OptiMax Pro XS tapped into Mercury's tradition of speed, power and durability.
- ◆ J.D. Power and Associates ranked OptiMax highest in customer satisfaction the past three years.



OPTIMUM EFFICIENCY FOR MAXIMUM SAVINGS

OptiMax Pro XS is engineered to squeeze more out of every gallon, allowing you to run farther for less.

- ◆ Proven DI system boasts the industry's leading fuel-and-air atomization that gives 250 hp Pro XS up to 52 more miles (83 km) per 48-gallon (181-liter) tank than Evinrude 250 hp E-TEC HO.

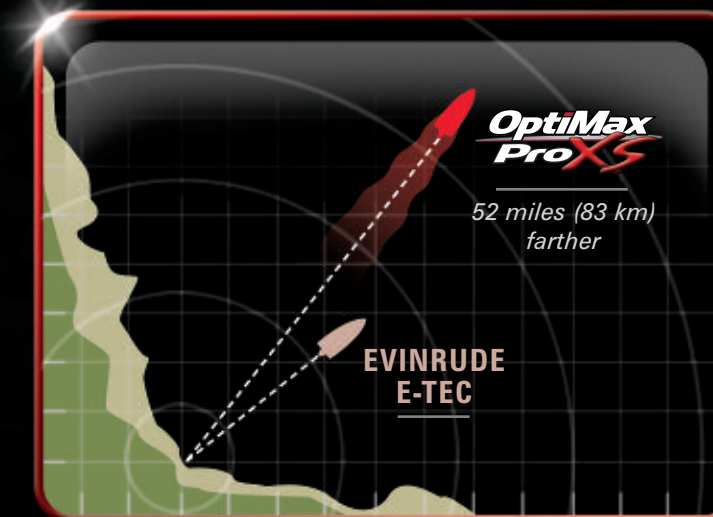
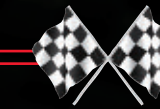


SPEED THAT LEAVES YOU SPEECHLESS

Facts are facts. When it comes to top speed and acceleration, Mercury OptiMax Pro XS blows everything else out of the water.

- ◆ High-performance carbon fiber reeds take in more air for improved response and performance.
- ◆ The OptiMax Pro XS two-stage DI system makes it the quickest, most responsive DI engine anywhere.

FLY PAST THE PUMP



Better range than Evinrude. At max cruise, OptiMax 250 hp Pro XS is **28% more fuel-efficient** than Evinrude 250 hp E-TEC HO. That means OptiMax Pro XS delivers **52 more miles (83 km) of range per 48-gallon (181-liter) tank.**

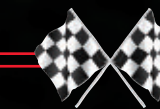
- ◆ Exclusive dome-shaped pistons direct the fuel-air charge to the spark for more miles per gallon.
- ◆ OptiMax air compressor delivers a steady charge of cooled air for maximum combustion efficiency.

"This engine's fast. Real fast."

- Kyle A



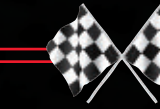
SAVES DOLLARS MAKES SENSE



Save more in the long run. OptiMax 250 hp Pro XS **saves you up to US \$5,380** at the pump over five years compared to Evinrude 250 hp E-TEC HO.

- ◆ Proven Direct Injection (DI) system boasts the industry's most complete fuel-and-air atomization for maximum efficiency.
- ◆ Specially designed combustion chambers promote maximum efficiency and more savings.

FAST AND FURIOUS



Pull away from the pack. From 0 - 30 mph (0 - 48 kmh) OptiMax 250 hp Pro XS is on plane **3.5 seconds quicker** than Evinrude 250 hp E-TEC HO and is 2 mph (3.2 kmh) faster at top speed.

- ◆ The OptiMax two-stage Direct Injection system makes it the quickest, most responsive DI engine on the planet.
- ◆ High-performance carbon fiber reeds control the airflow into the engine crankcase producing better performance than their stainless steel counterparts.

FIND OUT WHY MORE ANGLERS TRUST OPTIMAX PRO XS

For head-to-head engine tests, boater interviews and other videos, Go to MercuryMarine.com



NOTHING COMPARES TO OPTIMAX

OptiMax is the world's best-selling, most powerful and most fuel-efficient Direct Injected engine



OptiMax

250 hp | 225 hp | 200 hp



Engine Type: V6 (60° vee) 185 cu in (3032 cc)
 Dry Weight: 505 lb (229 kg) (250), 497 lb (225 kg) (200, 225)
 Steering: Remote or big tiller kit
 Warranty: Three-year limited, nondeclining factory-backed
 Induction: 2-stage direct fuel injected
 Shaft Length: 20" (508 mm)⁽¹⁾ 25" (635 mm), 30" (762 mm)⁽²⁾
 Counter Rotation: Available on 25" (CXL) and 30" (CXXL) models
 CARB Star Rating: 3 (250) 2 (200, 225)



Complete coverage. Every Mercury outboard comes with a three-year limited, factory-backed nondeclining warranty and a three-year limited corrosion failure warranty (excluding Mercury Racing and two-stroke outboards).



We're everywhere. Mercury has the largest marine dealer network in the world. So no matter where you are, you'll always have a trained Mercury technician close by for expert service and support.

Source: Bass & Walleye Boats magazine "Six Hundred Horse Stampede" - December 2005. Tests conducted on a 20' bass boat with Mercury OptiMax 200 hp, an Evinrude 200 hp E-TEC HO and Yamaha 200 hp HPDI® VMAX®. Assumptions: Engines are run 100 hours per year over five years; price of gas is US \$4.00 per gallon/ US \$1.06 per liter. Source: Weight comparison based on published data for Yamaha 225 3.3L VMAX Series 2 indicated on Yamaha-motor.com and specifications indicated for Evinrude 225 hp E-TEC within 2009 Evinrude brochure. (1) Not available on 250 hp model. (2) Not available on 200 hp model.

STRONGER FROM THE START



THE DI ADVANTAGE

The smaller the fuel particle the better the combustion. Our Direct Injection system sends a mist of microscopic, atomized fuel and air particles directly into the cylinder. Eighty-nine times smaller than the diameter of a human hair, these fuel particles burn quicker, cleaner and more completely producing fewer emissions, better fuel economy and more responsive performance.



A LEGEND IN THE MAKING

Durable, reliable and virtually maintenance-free, OptiMax is the most proven DI engine in the marine industry.



- Rated highest in customer satisfaction three years running.
- Best-selling DI outboard on the market.



KISS THE GAS STATION GOOD-BYE

More fuel-efficient than other two-strokes, OptiMax pays you back.

- DI system creates better fuel-and-air atomization so every drop of fuel is combusted more consistently and completely.
- OptiMax air compressor delivers a steady charge of cooled air for maximum combustion efficiency and lower emissions.



FAST FACTS

The other guys can't compete with OptiMax acceleration or top speed.

- Two-stage DI system provides a consistent supply of atomized fuel and air for lightning-fast holeshot.
- The lightest 3-liter two-stroke in its class, OptiMax delivers the perfect balance of power and weight thanks to its compact 60-Degree V6 Block.

ADD IT UP



It pays to run with OptiMax.

Mercury OptiMax 200 hp **saves up to US \$2,710** at the pump over five years compared to other outboards.

- Exclusive deflector-shaped pistons direct fuel-air charge to the spark plug for more miles per gallon.
- OptiMax air compressor delivers a steady charge of cooled air for maximum combustion efficiency.

MORE MILES PER GALLON



Remarkable range. At cruise, OptiMax 200 hp produces **32% better fuel efficiency** than Evinrude 200 hp E-TEC HO.

- Proven DI system boasts the industry's most efficient fuel-and-air atomization.
- Unique combustion chambers promote maximum efficiency for greater savings.

LIGHTEN UP



Lose the weight. Mercury OptiMax 225 hp is the lightest two-stroke in its class. It's **42 lb lighter** (19 kg) than Yamaha VMAX 225 HPDI and 21 lb (9.5 kg) lighter than Evinrude E-TEC 225 hp.

- Compact 60-Degree V6 Block gives you tons of power and acceleration without the bulk.
- Having the perfect balance of power and weight makes a huge difference in terms of overall performance.

DISCOVER WHY MORE BOATERS CHOOSE OPTIMAX OVER OTHER DI ENGINES

For head-to-head engine tests, boater interviews and other videos,

Go to MercuryMarine.com



"It's got a great holeshot. You can absolutely feel the power."
 - William L.

250 hp
 225 hp
 200 hp

POWER TRIP

It's not bragging if it's true.
OptiMax is quicker, faster
and more efficient.

OptiMax

175 hp | 150 hp | 135 hp



Engine Type: V6 (60° vee) 153 cu in (2507 cc)
Dry Weight: 431 lb (195 kg)
Steering: Remote or big tiller kit
Warranty: Three-year limited, nondeclining factory-backed
Induction: 2-stage direct fuel injected
Shaft Length: 20" (508 mm), 25" (635 mm)
Counter Rotation: Available on 25" (CXL) models
CARB Star Rating: 3 (135) 2 (150, 175)

115 hp | 90 hp | 75 hp



Engine Type: In-line 3 92.96 cu in (1526 cc)
Dry Weight: 375 lb (170 kg)
Steering: Remote or big tiller kit
Warranty: Three-year limited, nondeclining factory-backed
Induction: 2-stage direct fuel injected
Shaft Length: 20" (508 mm), 25" (635 mm)
Counter Rotation: Available on 25" (CXL) models
CARB Star Rating: 3

MERCURY
Jet Drives

See our 110 and 80 hp
two-stroke Jet models
on page 31.

PUT OTHER OUTBOARDS IN THEIR PLACE: BEHIND YOU



THE DI ADVANTAGE

The smaller the fuel particle the better the combustion. Our Direct Injection system sends a mist of microscopic, atomized fuel and air particles directly into the cylinder. Eighty-nine times smaller than the diameter of a human hair, these fuel particles burn quicker, cleaner and more completely producing fewer emissions, better fuel economy and more responsive performance.



SATISFACTION AND THEN SOME

Mercury OptiMax continues to receive the industry's highest customer-satisfaction rating year after year.

- Best-in-class fuel economy.
- Rock-solid reliability.
- Advanced features and technology that others can only dream about.



SMARTER THAN YOUR AVERAGE OUTBOARD

SmartCraft Integrated Marine Technology maximizes performance and delivers greater reliability.

- Propulsion Control Module (PCM) manages all critical engine functions to ensure optimum performance.
- Available Digital Throttle & Shift provides precise shifting and fingertip control.



Complete coverage. Every Mercury outboard comes with a three-year limited, factory-backed nondeclining warranty and a three-year limited corrosion failure warranty (excluding Mercury Racing and two-stroke outboards).

SAVE A BOATLOAD



OptiMax saves you money. Over five years of ownership, Mercury OptiMax 150 hp could **save you up to US \$1,680** on gas compared to other two-strokes in its class.

- Exclusive deflector-shaped pistons efficiently direct the fuel-air charge to the spark.
- Proven DI system boasts the industry's most efficient fuel-and-air atomization.
- OptiMax boasts an outstanding power-to-weight ratio, contributing to better fuel efficiency.

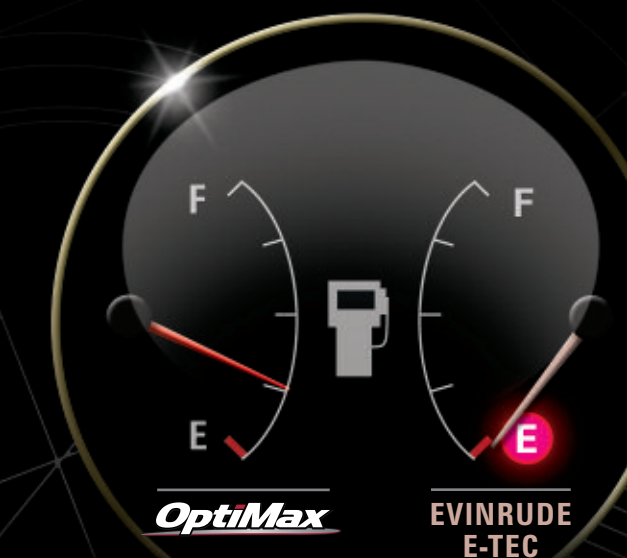
A QUICK STUDY



Get there first. From 0 – 20 mph, (0 – 32 kmh) Mercury OptiMax 150 hp accelerates **11% quicker** than Evinrude 150 hp E-TEC.

- Two-stage DI system produces instantaneous throttle response.
- Mercury's hydrodynamic gearcase design cuts through water efficiently to improve overall performance and top speed.

NEVER FEAR THE NEEDLE



Get more out of every gallon.

Mercury OptiMax 150 hp delivers up to **24% better fuel economy** than Evinrude 150 hp E-TEC.

- Air compressor provides a steady charge of cooled air for maximum combustion efficiency.
- PCM manages the engine to ensure peak performance and efficiency regardless of conditions.

DISCOVER HOW MERCURY OPTIMAX OUTPERFORMS OTHER ENGINES

For head-to-head engine tests,
boater interviews and other videos,

Go to MercuryMarine.com



"If you want a fast, fast engine
that's going to be dependable, this is it."

– Sean E.



Source: Mercury Marine Engineering Dept. – May 2007. Tests conducted on an 18' aluminum fishing boat using a new Mercury OptiMax 150 hp, an Evinrude 150 hp E-TEC, Suzuki 150 hp EFI four-stroke, Yamaha 150 hp EFI four-stroke and Honda 150 hp EFI four-stroke. Assumptions: Engines are run 100 hours per year over five years; price of gas is US \$4.00 per gallon/ US \$1.06 per liter.

175 hp
150 hp
135 hp
115 hp
90 hp
75 hp

POWER YOUR FUN

Reliable, efficient, quiet.
No wonder they're the best-selling
FourStrokes on the water.

MERCURY
FourStroke

115 hp EFI | 90 hp EFI | 75 hp EFI



| | |
|-------------------|---|
| Engine Type: | In-line 4 105.7 cu in (1732 cc) |
| Weight: | 399 lb (181 kg) |
| Steering: | Remote or big tiller kit |
| Warranty: | Three-year limited, nondeclining factory-backed |
| Induction: | 4-valve dual overhead cam design |
| Shaft Length: | 20" (508 mm), 25" (635 mm) |
| CARB Star Rating: | 3 |



Complete coverage. Every Mercury outboard comes with a three-year limited, factory-backed nondeclining warranty and a three-year limited corrosion failure warranty (excluding Mercury Racing and two-stroke outboards).



We're everywhere. Mercury has the largest marine dealer network in the world. No matter where you are, you always have trained Mercury technicians close by for expert service and support.

Source: Mercury Marine Engineering Dept. - December 2005. Test conducted on a 16.5' aluminum fishing boat using a Mercury 90 hp FourStroke, an Evinrude 90 hp E-TEC and a Yamaha 90 hp EFI four-stroke.

THE STRONG SILENT TYPE



BIG ON PERFORMANCE

Mercury FourStrokes feature large displacement which increases torque for improved performance and efficiency.

- ❖ Quick planing means more fun for skiers and tubers.
- ❖ Superior fuel efficiency across the powerband.
- ❖ Dual overhead cams deliver top-end speed to spare.



THROUGH THE YEARS

With more features and systems designed for durability, Mercury FourStrokes are in it for the long haul.

- ❖ More stainless steel, hard anodizing and an exclusive multistep paint process resist corrosion.
- ❖ SmartCraft Engine Guardian uses more than 40 sensors to monitor and protect your engine.
- ❖ Antidrainback oil system assures instant lubrication upon start-up.



TROLL SLOW AND STEADY

SmartCraft Troll Control technology makes trolling and slow cruising easier and more comfortable than ever.

- ❖ Set your engine speed as low as 650 rpm for extended trolling.
- ❖ Electronic Fuel Injection (EFI) design prevents engine hesitation and stalling.
- ❖ CARB three-star ultra-low emissions means virtually no exhaust fumes.

THE SOUND OF SILENCE



MERCURY
FourStroke



EVINRUDE
E-TEC

Nothing sounds better. Mercury 90 hp FourStroke is **65% quieter** than Evinrude 90 hp E-TEC and 21% quieter than Yamaha 90 hp at idle.

- ❖ Integrated idle-relief attenuator cuts exhaust noise.
- ❖ Engineered air intakes improve airflow for quieter operation.
- ❖ Acoustic foam lining reduces overall noise from the powerhead.



"An exceedingly quiet engine at idle and one that is easy to live with at wide open throttle."

- Bass & Walleye Boats®
October 2006

MORE BANG FOR YOUR BUCK



LOW COST OF OWNERSHIP



TURN-KEY STARTING



BUILT-IN DURABILITY

It's all right here. No other four-stroke offers **more features for the money** than Mercury.

- ❖ Valve train design requires no maintenance.
- ❖ Electronic Fuel Injection means turn-key starting and better fuel economy.
- ❖ Shares engineering with Verado for superior toughness and reliability.

QUICKER IS BETTER



MERCURY
FourStroke



EVINRUDE
E-TEC

Get a head start. Mercury 90 hp FourStroke **beat Evinrude 90 hp E-TEC by 3.9 seconds** and Yamaha 90 hp by 1.8 seconds in 0 - 30 mph (0 - 48 kmh) acceleration under heavy loads.

- ❖ Large displacement dual overhead cam increases low-end power.
- ❖ Faster planing means better shallow-water operation, improved maneuverability and safer boating.

FIND OUT HOW MERCURY FOURSTROKES LEAD THE WAY

For head-to-head engine tests,
boater interviews and other videos,
Go to MercuryMarine.com



115 hp EFI
90 hp EFI
75 hp EFI

MORE FEATURES, MORE FUN

Superior power, efficiency
and performance maximize
your boating pleasure



MERCURY
FourStroke

60 hp EFI BigFoot | 50 hp EFI BigFoot | 40 hp EFI BigFoot



Engine Type: In-line 4 60.8 cu in (995 cc)
Weight: 247 lb (112 kg), 260 lb (118 kg)(40 EFI BF)
Steering: Remote or tiller; Remote (BF) or tiller kit
Warranty: Three-year limited, nondeclining factory-backed
Induction: 2-valve single overhead cam design
Shaft Length: 20" (508 mm), 25" (635 mm)(60 EFI BF)
CARB Star Rating: 3

60 hp EFI | 50 hp EFI | 40 hp EFI | 40 hp



| | | |
|-------------------|---|-------------------------------|
| Engine Type: | In-line 4 60.8 cu in (995 cc) | In-line 3 45.6 cu in (747 cc) |
| Weight: | 247 lb (112 kg) | 216 lb (98 kg) 204 lb (93 kg) |
| Steering: | Remote or tiller kit | Tiller |
| Warranty: | Three-year limited, nondeclining factory-backed | |
| Induction: | 2-valve single overhead cam design | |
| Shaft Length: | 15" (381 mm)(40 EFI, 40), 20" (508 mm) | |
| CARB Star Rating: | 3 | |

MERCURY
Jet Drives

For info on our EFI 40 hp
FourStroke Jet model see page 31.

Source: Mercury Marine Engineering Dept. - October 2005. Test conducted on a 17' aluminum bass boat using a Mercury 50 hp EFI FourStroke and a Mercury 50 hp two-stroke. Assumptions: Engines are run at 100 hours per year over five years. Price of gas is US \$4.00 per gallon/ US \$1.06 per liter.

HAVE BOATLOADS OF FUN

P POWER THAT AIMS TO PLEASE

Make the most of your time on the water with Mercury FourStrokes' best-in-class performance.

- ❖ In-line engine design is inherently smooth for refined power and performance.
- ❖ A single overhead cam configuration and long-stroke design increase torque for excellent acceleration, even with heavy loads.
- ❖ Power trim and tilt allows you to maximize your boat's performance quickly and easily.



A NO-BRAINER

Easy to enjoy. Easy on the environment.

- ❖ New Precision Engineered Shift system delivers smooth shifting for an improved driving experience.
- ❖ Through-prop exhaust delivers quiet, smoke-free operation.
- ❖ EFI improves fuel flow control and efficiency. Less fuel consumed is good news for the environment.



CONFIDENCE COMES STANDARD

Worry-free, maintenance-free, hassle-free. It's easy to relax with durable, reliable Mercury FourStrokes.

- ❖ More stainless steel parts, hard anodizing and an exclusive multistep paint process provide corrosion protection so good we guarantee it.
- ❖ EFI delivers consistent, surefire starting and performance under all conditions.

STEP UP TO BIGFOOT

Big-time power. With a longer design and bigger components, Mercury BigFoot was made specifically to **deliver the type of power, thrust and control** that wider, heavier boats demand.

The BigFoot Difference
(Green shaded areas represent prop and gearcase advantages)



- ❖ **20% larger prop** increases control especially at low speeds.
- ❖ **Taller gearcase** puts the prop deeper, below turbulent water, for improved performance.
- ❖ **A low 2.33:1 gear ratio** delivers thrust and maneuverability that big loads demand.
- ❖ **Oversized Antiventilation Plate** Oversized design prevents air from being drawn into the prop, which increases efficiency.

WHY CHOOSE FOUR-STROKE OVER TWO-STROKE?

Mercury 50 hp EFI FourStroke vs. a Conventional 50 hp Two-Stroke



COST SAVINGS

- ❖ At cruise, EFI FourStroke is **39% more fuel-efficient**.
- ❖ FourStroke offers **63 more miles (101 km) of range per 21-gallon (80-liter) tank**.
- ❖ Over five years, 50 hp FourStrokes could **save you nearly US \$1,300** on fuel and oil alone.
- ❖ FourStrokes **cost less to maintain** thanks to the proven EFI system, longer spark life and none of the gumming, decarbonization or ring-and-cylinder issues of carbureted two-strokes.



CLEANER

- ❖ 60 - 40 hp FourStrokes tout an **environmentally friendly** CARB three-star ultra-low emissions rating.
- ❖ **EFI improves fuel flow** control and overall efficiency.
- ❖ **Exceptional fuel economy** decreases the impact on the environment.



FOURSTROKE PERFORMANCE

- ❖ Experience **better fuel efficiency, reduced emissions and a smoother ride**, without sacrificing power or performance.
- ❖ At top speed, Mercury 50 hp FourStroke **was nearly 1.5 mph (1.9 kmh) faster** and within 2.8 seconds of its sister two-stroke from 0 - 20 mph (0 - 32 kmh).
- ❖ Through-prop exhaust is smoke-free and up to **30% quieter** than a conventional two-stroke.

SEE WHAT MAKES MERCURY FOURSTROKES A POPULAR SOURCE OF RECREATIONAL POWER

For head-to-head engine tests,
boater interviews and other videos,

Go to MercuryMarine.com



60 hp EFI BigFoot
50 hp EFI BigFoot
40 hp EFI BigFoot
60 hp EFI
50 hp EFI
40 hp EFI
40 hp Manual

CONVENIENT YET CLEVER

User-friendly features
for unlimited boating fun



MERCURY
FourStroke

30 hp EFI | 25 hp EFI



MERCURY
Jet Drives

For info on our
25 hp EFI FourStroke
Jet model see page 31.

| | |
|-------------------|---|
| Engine Type: | In-line 3 32.1 cu in (526 cc) |
| Weight: | 172 lb (78 kg)(30), 157 lb (71 kg)(25) |
| Steering: | Remote or tiller |
| Warranty: | Three-year limited, nondeclining factory-backed |
| Induction: | 2-valve single overhead cam design |
| Shaft Length: | 15" (381 mm), 20" (508 mm) |
| CARB Star Rating: | 3 |



Complete coverage. Every Mercury outboard comes with a three-year limited, factory-backed nondeclining warranty and a three-year limited corrosion failure warranty (excluding Mercury Racing and two-stroke outboards).



We're everywhere. Mercury has the largest marine dealer network in the world. No matter where you are, you always have trained Mercury technicians close by for expert service and support.

Mercury Marine Engineering Dept. - November 2004. Test conducted on a Mercury 25 hp FourStroke and a Honda 25 hp four-stroke.

PERFORMANCE YOU CAN COUNT ON



THEY NEVER CEASE TO AMAZE

This line of trusty Mercury FourStrokes offers advanced features that keep the good times going.

- ❖ Exclusive dual-water gearcase intakes provide a constant supply of cooling water to decrease exhaust temperature and protect gearcase seals.
- ❖ Manual recoil starting comes standard. So even if your battery quits, you can start up and get home safely.



ACTION-PACKED

We put the "fun" in functionality with these feature-rich outboards.

- ❖ 15-amp, 186-watt alternator delivers on-demand battery charging and power for electronics and lights.
- ❖ Available power trim and tilt make it easy to optimize the performance of your boat.
- ❖ Automatic decompression reduces cylinder pressure, so pull-starting the engine isn't a pain.
- ❖ For ultimate shallow-water maneuverability, Mercury offers a 25 hp Jet model.

WHY BUY AN EFI

EFI
PERFORMANCE



BETTER
FUEL ECONOMY



INSTANT
STARTING



PERFORMANCE

Get an edge with EFI. Mercury Electronic Fuel

Injection (EFI) system uses an Electronic Control Module (ECM) to time, meter and inject fuel into the engine delivering consistent surefire starting, increased fuel economy and better overall performance.

- ❖ Electric-start system ensures consistent surefire starting regardless of conditions.
- ❖ Precise electronic control of fuel flow drastically improves efficiency.
- ❖ ECM regulates fuel flow throughout the rpm range for smooth, consistent running and better overall performance.
- ❖ The first battery-free, manual-start EFI engines in the category.

ENJOY THE SILENT TREATMENT



MERCURY
FourStroke



HONDA 13.5

A quiet companion.

Honda 25 hp is up to 58% louder
at idle than Mercury 25 hp FourStroke.

- ❖ Integrated idle-relief silencer reduces engine noise at low speeds.
- ❖ Through-prop exhaust delivers quieter operation.
- ❖ Tuned cowl induction helps achieve best-in-class noise reduction.

EFFORTLESS OPERATION



Nice and easy.

Mercury FourStrokes are designed with a boatload of user-friendly features.

- ❖ All-in-one multifunction tiller handle gives you easy, one-handed shifting, stopping, steering, throttle, tilt and start.
- ❖ Available with gas assist or power trim to maximize your boat's performance.

SEE WHAT MAKES MERCURY FOURSTROKES SUCH A POPULAR SOURCE OF RECREATIONAL POWER

For head-to-head engine tests,
boater interviews and other videos,

Go to MercuryMarine.com



MERCURY
FourStroke

30 hp EFI

25 hp EFI

PERFORMANCE AND POWER IN ONE CONVENIENT PACKAGE

Nobody has a more complete family of lightweight portable engines



20 hp | 15 hp

| | |
|-------------------|---|
| Engine Type: | In-line 2 21.4 cu in (351 cc) |
| Weight: | 115 lb (52 kg) |
| Steering: | Remote or tiller |
| Warranty: | Three-year limited, nondeclining factory-backed |
| Induction: | 2-valve single overhead cam design |
| Shaft Length: | 15" (381 mm), 20" (508 mm) |
| CARB Star Rating: | 3 |



9.9 hp BigFoot | 9.9 hp | 8 hp

MERCURY Pro Kicker
For ultimate troll control, check out our 15 and 9.9 hp Pro Kicker models on p. 30.

| | |
|-------------------|---|
| Engine Type: | In-line 2 12.8 cu in (208 cc) |
| Weight: | 96 lb (44 kg)(BF), 84 lb (38 kg) |
| Steering: | Remote or tiller; Tiller (8) |
| Warranty: | Three-year limited, nondeclining factory-backed |
| Induction: | 2-valve single overhead cam design |
| Shaft Length: | 15" (381 mm) ⁽¹⁾ , 20" (508 mm), 25" (635 mm) ⁽²⁾ |
| CARB Star Rating: | 3 |

Source: Mercury Marine Engineering Dept. - March 2007. Test conducted on a 14' aluminum fishing boat using a Mercury 20 hp FourStroke and a Yamaha 20 hp four-stroke. (1) 8 and 9.9 hp only, (2) 9.9 hp and 9.9 BigFoot only.

GET YOUR MONEY'S WORTH

FULL-LINE FEATURES

- From 20 hp down to 8 hp, our full-featured engines are easy to handle.
- ❖ Multifunction tiller handle controls shifting, stopping, steering, throttle, tilt and start, all with just one hand.
 - ❖ Multiple trim positions plus shallow-water drive provide maximum performance no matter what depth you operate in.
 - ❖ With standard manual recoil, you'll have peace of mind knowing that you can start the engine even if the battery is low.

EXCLUSIVE FEATURES FOR 20 - 15 HP FOURSTROKES

- ❖ Dual-water intakes provide a constant supply of cooling water to improve durability.
- ❖ Convenient power tilt makes it quick and easy to tilt your engine in and out of the water.
- ❖ Automatic decompression reduces cylinder pressure, making it easy to pull-start the engine.

EXCLUSIVE FEATURES FOR 9.9 - 8 HP FOURSTROKES

- ❖ The 9.9 hp is the lightest engine in its class.
- ❖ Available BigFoot models deliver more thrust for big loads.
- ❖ Five-position auto ratcheting trim is the most convenient way to reposition your engine.
- ❖ Exclusive auto-trim return defaults to your preferred engine position for optimal performance.

NO ONE OFFERS MORE FEATURES

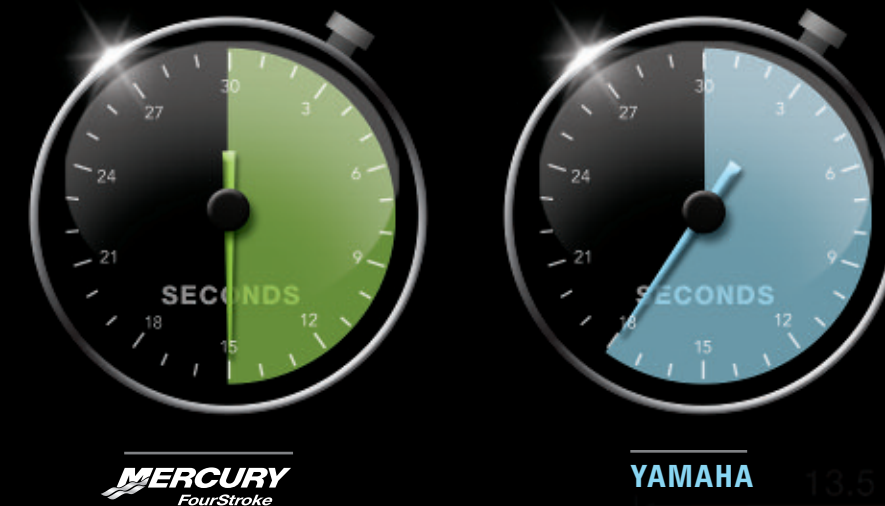
Fully loaded. When it comes to unique standard features, the competition can't match Mercury FourStrokes.

| 20 hp and 15 hp Engine Features | Mercury | Yamaha | Honda | Suzuki |
|-----------------------------------|---------|--------|-------|--------|
| Multifunction Tiller Handle | ✓ | NO | NO | NO |
| Dual-Water Pickups in Gearcase | ✓ | NO | NO | NO |
| Unique Low-Vibration Mount System | ✓ | NO | NO | NO |
| Convenient Fold-Down Tiller | ✓ | NO | NO | NO |
| Convenient Tiller Up-Lock | ✓ | NO | NO | NO |
| Fast Idle, Choke and Primer | ✓ | NO | NO | NO |

NO 20 HP MODEL AVAILABLE

| 9.9 hp and 8 hp Engine Features | Mercury | Yamaha | Honda | Suzuki |
|-----------------------------------|---------|--------|-------|--------|
| Multifunction Tiller Handle | ✓ | NO | NO | NO |
| Six-Position Auto-Ratcheting Trim | ✓ | NO | NO | NO |
| Three-Position Trim Auto-Return | ✓ | NO | NO | NO |
| Manual Recoil on All Models | ✓ | NO | NO | ✓ |
| Convenient Fold-Down Tiller | ✓ | NO | NO | NO |
| Fast Idle, Choke and Primer | ✓ | NO | NO | NO |

GET UP AND GO



Get going faster.

Mercury 20 hp FourStroke is **3.1 seconds quicker** from 0 - 20 mph (0 - 32 kmh) than Yamaha four-stroke.

- ❖ Accelerator pump ensures immediate throttle response.
- ❖ Multifunction tiller with shift in handle provides intuitive operation.

STEP UP TO BIGFOOT

Big-time power. With a longer design and bigger components, Mercury BigFoot was made specifically to **deliver the type of power, thrust and control** that wider, heavier boats demand.



- ❖ **Taller gearcase** puts the prop deeper, below turbulent water, for improved performance.
- ❖ Unlike the three-blade prop found on other outboards, our **low-pitch, four-blade prop** increases control especially at lower speeds.
- ❖ **A low 2.42:1 gear ratio** delivers thrust and maneuverability that big loads demand.

SEE WHAT MAKES MERCURY FOURSTROKES THE POPULAR SOURCE OF RECREATIONAL POWER

For head-to-head engine tests, boater interviews and other videos,

Go to MercuryMarine.com



THE COMPLETE PORTABLE PACKAGE

It's easy to get carried away with the portable performance of Mercury FourStrokes

MERCURY
FourStroke

6 hp | 5 hp | 4 hp



| | |
|-------------------|---|
| Engine Type: | Single-Cylinder 7.5 cu in (123 cc) |
| Weight: | 55 lb (25 kg) |
| Steering: | Tiller |
| Warranty: | Three-year limited, nondeclining factory-backed |
| Induction: | 2-valve push rod |
| Shaft Length: | 15" (381 mm), 20" (508 mm) |
| CARB Star Rating: | 3 |

3.5 hp | 2.5 hp



| | |
|-------------------|--|
| Engine Type: | Single-Cylinder 5.2 cu in (85 cc) |
| Weight: | 40 lb (18 kg) (15" shaft); 42 lb (19 kg) (20" shaft) |
| Steering: | Tiller with 360° steering |
| Warranty: | Three-year limited, nondeclining factory-backed |
| Induction: | 2-valve push rod |
| Shaft Length: | 15" (381 mm), 20" (508 mm) ⁽¹⁾ |
| CARB Star Rating: | 3 |

Sources:
Boating® Magazine "Mighty Mites" – February 2007. Test conducted on a 8'6" Mercury 260 RIB using a Mercury 2.5 hp FourStroke and a Suzuki DF-2.5SK6 four-stroke.
Mercury Marine Engineering Dept. – February 2005. Test conducted using a Mercury 3.5 hp FourStroke, a Honda 2.0 hp four-stroke and a Yamaha 2.5 hp four-stroke engine.
(1) 3.5 only. *Per Engineering Standards Run-Up in Ryds

LIGHTWEIGHT CHAMPIONS

FULL-LINE FEATURES

From 6 hp down to 2.5 hp, our features provide better value than other outboards.

- ❖ Convenient thumbscrews can be tightened and loosened without extra tools.
- ❖ Automatic decompression reduces cylinder pressure, making pull-starting a piece of cake.
- ❖ Thermostatically controlled cooling system keeps the powerhead cool for optimum performance.

EXCLUSIVE FEATURES FOR 6 – 4 HP FOURSTROKES

- ❖ The 4 hp dual fuel system can run off an integral or remote fuel tank.
- ❖ Full forward, neutral and reverse shifting delivers unmatched maneuverability.
- ❖ Through-prop exhaust provides nearly silent operation.

EXCLUSIVE FEATURES FOR 3.5 – 2.5 HP FOURSTROKES

- ❖ Neutral-Forward shifting makes these outboards easy to start and operate.
- ❖ 360-degree steering allows full thrust and unmatched maneuverability in all directions, especially in reverse.
- ❖ Our easy-to-view oil sight gauge allows you to check the oil without removing the cowling.

YOU GOTTA HEAR THIS



What's that? At wide open throttle, Mercury 2.5 hp FourStroke is **82% quieter** than Suzuki 2.5 hp four-stroke. Sound good? We thought so.

- ❖ Underwater exhaust buries the sound providing near-silent running.
- ❖ Patented one-piece cylinder block minimizes noise and vibration.
- ❖ Water cooling, standard on these outboards, makes them significantly quieter than other air-cooled outboards.

CARRY ON

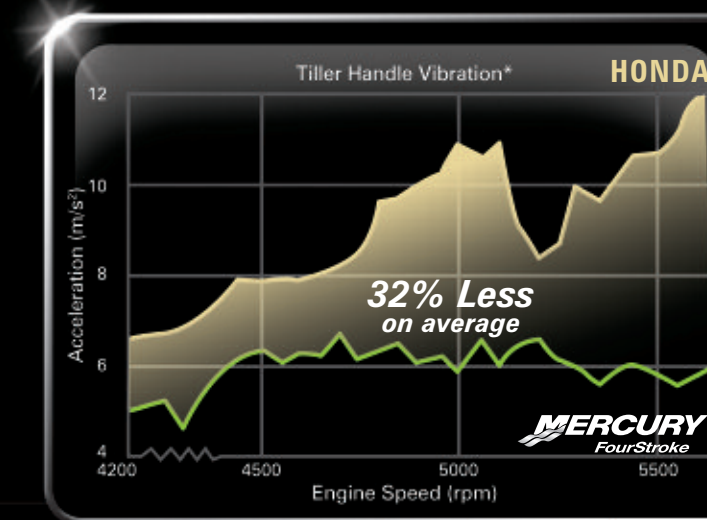


They'll never hold you back.

Mercury 2.5 – 6 hp FourStrokes are designed from the start to be **compact, lightweight and easier to carry.**

- ❖ Patented one-piece cylinder block on 2.5 and 3.5 hp engine is incredibly compact and lightweight.
- ❖ Integrated fuel tank is more convenient than a bulky remote tank.
- ❖ Ergonomic handle keeps the weight of the engine evenly balanced for easier carrying.

NO VIBRATION IS GOOD VIBRATION



Your steering hand will thank you.

On average, Mercury 3.5 hp FourStroke has **32% less tiller handle vibration** than Honda 2.0 hp four-stroke and 9% less vibration than Yamaha 2.5 hp four-stroke.

SEE WHAT MAKES MERCURY FOURSTROKES A POPULAR SOURCE OF RECREATIONAL POWER

For head-to-head engine tests, boater interviews and other videos,

Go to MercuryMarine.com



6 hp
5 hp
4 hp
3.5 hp
2.5 hp

KICK IT UP A NOTCH

Dependable, powerful and
even better looking

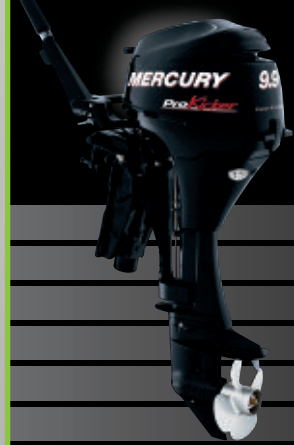


15 hp Pro Kicker



Engine Type: In-line 2 21.4 cu in (351 cc)
Weight: 135 lb (61 kg)
Steering: Remote or tiller
Warranty: Three-year limited, nondeclining factory-backed
Induction: 2-valve single overhead cam design
Shaft Length: 15" (381 mm), 20" (508 mm), 25" (635 mm)
CARB Star Rating: 3

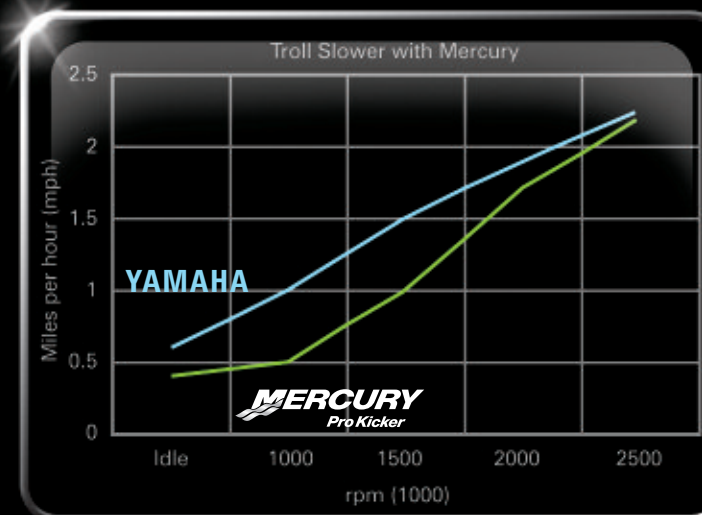
9.9 hp Pro Kicker



Engine Type: In-line 2 12.8 cu in (208 cc)
Weight: 96 lb (44 kg)
Steering: Remote or tiller
Warranty: Three-year limited, nondeclining factory-backed
Induction: 2-valve single overhead cam design
Shaft Length: 20" (508 mm), 25" (635 mm)
CARB Star Rating: 3

Source: Mercury Marine Engineering Dept. - August 2008. Test conducted using a Mercury 9.9 hp Pro Kicker FourStroke, a Suzuki 9.9 hp High Thrust four-stroke and a Yamaha 9.9 hp four-stroke (thrust measured in pounds).

THE SLOW TROLL LEADER



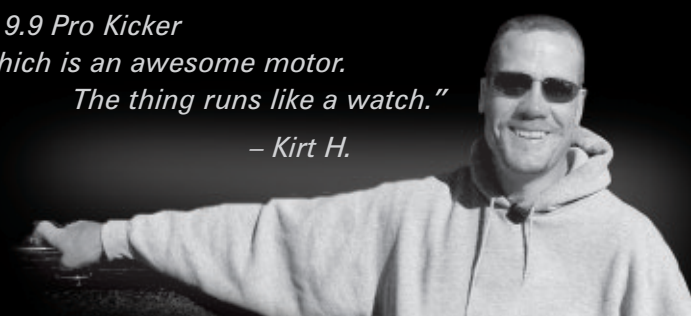
Lower speeds mean better trolling.

Mercury 9.9 hp Pro Kicker is **33% slower** than Yamaha 9.9 hp High Thrust engine at idle speed.

- ❖ Four-blade high-thrust prop improves low-speed handling.
- ❖ Maintain your trolling course at increments as low as **.5 mph**.

"I have a 9.9 Pro Kicker
which is an awesome motor.
The thing runs like a watch."

- Kirt H.



PINPOINT TROLL CONTROL



MERCURY
Pro Kicker



SUZUKI

Out-thrust, out-troll, out-maneuver.

At slow speeds, Mercury 9.9 hp Pro Kicker **averages 34% more pounds of forward thrust** and **83% more pounds of reverse thrust** than Suzuki 9.9 hp High Thrust engine.

- ❖ More thrust means better response. Better response means more control.
- ❖ Mercury's all-in-one multifunction tiller handle lets you start, stop, shift, steer, throttle and tilt your engine all with one hand.
- ❖ Mercury Pro Kicker offers the fastest tilt in its class.

15 hp

9.9 hp

GO WHERE OTHERS CAN'T Jet Drives

Count on Mercury Jets to help you make the most of every inch of water



The ultimate power source for shallow-water operation.

Unlike prop-driven engines, water depth doesn't matter with a Mercury Jet outboard. Water is drawn into an intake grate by the impeller and forced out under high pressure through an outlet nozzle to create thrust to push the boat. It's **perfect for shallow areas**, where props won't work.

- The most complete line of jets in the industry, both two- and four-stroke, from 25 hp to 110 hp.
- From shallow lakes to rocky rivers, Jet outboards give you the freedom to boat where you wish.
- EFI provides turn-key starting, instant throttle response and unmatched performance.
- Mercury Jet outboards utilize a unique gate design to provide forward, neutral and reverse thrust.



OptiMax MERCURY Two-Stroke MERCURY FourStroke

| Horsepower | 110, 80 | 65 | 40 EFI, 25 EFI |
|--------------------|---|---|--|
| Engine Type | V6 (60°vee)(110) In-line 3(80) | In-line 3 | In-line 4(40) In-line 3(25) |
| Displacement | 153 cu in (2507 cc)(110) 92.96 cu in (1526 cc)(80) | 84.6 cu in (1388 cc) | 60.8 cu in (995 cc)(40) 32.1 cu in (526 cc)(25) |
| Weight | 431 lb (195 kg)(110) 375 lb (170 kg)(80) | 315 lb (142 kg) | 267 lb (121 kg)(40) 186 lb (84 kg)(25) |
| Steering | Remote or big tiller kit | Remote or tiller kit | Remote or tiller kit |
| Warranty | Three-year limited, nondeclining factory-backed | One-year limited, nondeclining factory-backed | Three-year limited, nondeclining factory-backed |
| Shaft Length | 20" (508 mm) 25" (635 mm) | 20" (508 mm) 25" (635 mm) | 20" (508 mm) |
| CARB** Star Rating | 2(110) 3(80) | N/A | 3 |

110 hp

80 hp

65 hp

40 hp EFI

25 hp EFI

MERCURY PROPELLERS: A PERFORMANCE REVOLUTION

Propellers.

Only Mercury offers over 500 unique propellers, each engineered with the best technology and alloys available, making it easy to maximize top speed, acceleration, fuel economy and towing power no matter the size or style of your boat.

- Our proprietary **X7 alloy is 30% stronger** and **four times more durable** than conventional stainless steel. This allows us to design props that deliver a combination of top speed and acceleration that other props cannot.
- If the propeller strikes an underwater object, our innovative **Flo-Torq® II system** sacrifices itself to protect the outboard's lower unit. Plus, the Flo-Torq II system makes our props compatible with other outboards, so even non-Mercury owners can enjoy an improvement in performance.
- Before we introduce any new propeller, **we subject them to rigorous fatigue testing** to make sure that Mercury Propellers lead the marketplace in durability, performance and satisfaction.



CONTROL WITH CONFIDENCE



SmartCraft uses digital technology based on a simple premise: making boating easier. Using the latest field-tested digital technology including waterproof connectors, redundant control systems, Engine Guardian programming and a complete line of SmartCraft gauges, **you can be sure to enjoy more boating and less work.**

- **Intuitive Engine Guardian Mode** protects you and your investment by detecting and compensating for unexpected shift events (DTS models only).
- With over one million hours of customer use, Mercury has become the leader in user-friendly digital control systems. Our **SmartCraft SC1000 and MercMonitor gauges** use easy-to-comprehend messages to provide real-time information on your outboard systems.
- **Corrosion-resistant, sealed waterproof connectors** provide years of maintenance-free performance at the helm.
- **Every component that bears the SmartCraft logo** has been tested and validated to ensure consistent, seamless operation.



INNOVATION DOESN'T STOP WITH OUR OUTBOARDS



PRECISION SETS US APART

Precision Parts

Boaters choose Mercury outboards because of their superior fuel economy, performance and durability. **Mercury Precision Parts® and fluids** are designed to protect your investment, so the performance and durability that you expect on day one will be enjoyed for years to come.

- Maintenance products like **Mercury Quikleen®** and our **Fuel System Treatment and Stabilizer** work together to deliver the fuel efficiency and engine performance you expect year after year.
- Water is merciless on your engine components. Our **high-performance gear lube** uses advanced emulsifiers and tackifiers to deliver protection against corrosion and wear and tear.
- The best way to keep your engine clean and running efficiently is to choose **Mercury Precision Oils**. Unlike automotive blends, our oils are specifically designed to protect against the brutal conditions of the marine environment. So whether it's the custom-formulated, FC-W-certified Verado oil or our carbon deposit-reducing OptiMax oil, Mercury Precision Oils are designed to work seamlessly with your Mercury outboard.



UNMATCHED DEALER COVERAGE AND SUPPORT



Every Mercury outboard is developed to deliver outstanding reliability and performance. However, if there comes a time when you do need to visit a dealer, it's reassuring to know that Mercury has more factory-trained, authorized dealers in North America than any other outboard manufacturer. So if you're coming in for routine maintenance or just to find out about the latest marine technology, **Mercury Marine has a dealer near you.**

- **More dealerships mean more convenience.** Our service network is the largest in North America with over 5,500 authorized dealers.
- Each authorized dealer incorporates the same procedures to ensure a **consistent, quality experience**, regardless of location. This includes:
 - Performing pre-delivery inspection.
 - Utilizing specialized diagnostic tools to quickly diagnose engine performance issues.
 - Employing a dedication to delivering a higher level of customer service.
 - Training at Mercury University, which allows the dealer to stay informed on the latest Mercury products and technology.
- Our Mercury **customer service call center** is staffed with product specialists to help answer both dealer and customer questions about their outboards.



THE ULTIMATE ONLINE RESOURCE

For more information about our wide range of parts, props and accessories, our broad network of service and support or to find a dealer near you, **visit MercuryMarine.com**



SPECIFICATIONS

| | VERADO | | OptiMax | | | | MERCURY FourStroke | | | |
|-------------------------|--|--|------------------------------|------------------------------|--|---|---|---|---|--|
| Horsepower | 300, 275, 250, 225, 200 | 200, 175, 150, 135 | 250 – 225 Pro XS | 175 Pro XS | 250, 225, 225 DTS, 200, 200 DTS | 175, 150, 135, 110 Jet | 115, 90, 80 Jet, 75 | 115, 90, 75 | 60, 50 EFI; 60, 50, 40 EFI BigFoot (BF) | 40 EFI, 40 EFI Jet |
| Full Throttle RPM Range | 5800 – 6400 | 5800 – 6400 5200 – 6400 (135) | 5500 – 6000 | 5500 – 6000 | 5500 – 6000 (250) 5000 – 5750 (200, 225) | 5250 – 5750 | 5000 – 5750 | 5800 – 6400 (115) 5000 – 6000 (90, 75) | 5500 – 6000 | 5500 – 6000 |
| Engine Type | In-line 6, 24-valve, DOHC | In-line 4, 16-valve, DOHC | V6 (60° vee) | V6 (60° vee) | V6 (60° vee) | V6 (60° vee) | In-line 3 | In-line 4 | In-line 4 | In-line 4 (EFI Jet) In-line 3 (EFI) |
| Displacement | 158.5 cu in (2598 cc) | 105.7 cu in (1732 cc) | 185 cu in (3032 cc) | 153 cu in (2507 cc) | 185 cu in (3032 cc) | 153 cu in (2507 cc) | 92.96 cu in (1526 cc) | 105.7 cu in (1732 cc) | 60.8 cu in (995 cc) | 60.8 cu in (995 cc) (EFI Jet) 45.6 cu in (747 cc) (EFI) |
| Induction System | Supercharged with charge air cooling | Supercharged with charge air cooling | 2-stage direct fuel injected | 2-stage direct fuel injected | 2-stage direct fuel injected | 2-stage direct fuel injected | 2-stage direct fuel injected | 4-valve dual overhead cam design | 2-valve single overhead cam design | 2-valve single overhead cam design |
| Ignition | SmartCraft PCM 07 Digital Inductive | SmartCraft PCM 07 Digital Inductive | PCM 07 Digital Inductive | PCM 07 Digital Inductive | PCM 07 Digital Inductive | PCM 07 Digital Inductive | PCM 07 Digital Inductive | ECM 07 Digital Inductive | ECM 07 Digital Inductive | ECM 07 Digital Inductive |
| Starting | Smart Start Electric | Smart Start Electric | Electric (turn-key) | Electric (turn-key) | Electric (turn-key) | Electric (turn-key) | Electric (turn-key) | Electric (turn-key) | Electric (turn-key) | Electric (turn-key) |
| Gear Ratio | 1.75:1 (300) 1.85:1 (200 – 275) | 2.08:1 | 1.75:1 | 1.87:1 | 1.75:1 | 1.87:1 (175, 150) 2.00:1 (135) Jet Drive | 2.07:1 (115) 2.33:1 (90, 75) Jet Drive | 2.07:1 (115) 2.33:1 (90, 75) | 1.83:1 (60, 50 EFI) 2.33:1 (BF) | 2.00:1 Jet Drive |
| Alternator Output | 70 amp (882 watts) | 70 amp (882 watts) | 60 amp (756 watts) | 60 amp (756 watts) | 60 amp (756 watts) | 60 amp (756 watts) | 60 amp (756 watts) | 50 amp (630 watts) | 18 amp (226 watts) | 18 amp (226 watts) |
| Trim System | SmartCraft programmable power trim and tilt | Power trim and tilt with SmartCraft programmable tilt | Power trim | Power trim | Power trim | Power trim | Power trim | Power trim | Power trim | Power trim, gas assist available on EFI |
| Dry Weight* | 635 lb (288 kg) | 510 lb (231 kg) | 505 lb (229 kg) | 431 lb (195 kg) | 505 lb (229 kg) (250) 497 lb (225 kg) (200, 225) | 431 lb (195 kg) | 375 lb (170 kg) | 399 lb (181 kg) | 247 lb (112 kg) (260 lb (118 kg) (40-60 EFI BF) | 267 lb (121 kg) (EFI Jet) 216 lb (98 kg) (EFI) |
| Steering | Electro-hydraulic power steering | Big tiller, hydraulic or optional electro-hydraulic power steering | Remote or big tiller kit | Remote or big tiller kit | Remote or big tiller kit | Remote or big tiller kit | Remote or big tiller kit | Remote or big tiller kit | Remote or tiller: Remote (BF) or tiller kit | Remote or tiller kit |
| Shaft Length | 20" (508 mm) ^{CR} 25" (635 mm) ^{CR} 30" (762 mm) ^{CR} | 20" (508 mm) 25" (635 mm) ^{CR} | 20" (508 mm) 25" (635 mm) | 20" (508 mm) 25" (635 mm) | 20" (508 mm) (200, 225) 25" (635 mm) ^{CR} 30" (762 mm) ^{CR} (225, 250 only) | 20" (508 mm) 25" (635 mm) ^{CR} | 20" (508 mm) 25" (635 mm) | 20" (508 mm) 25" (635 mm) | 20" (508 mm) 25" (635 mm) (60 EFI BF) | 15" (381 mm) 20" (508 mm) |

| | MERCURY FourStroke | | | | MERCURY Two-Stroke | | | | | | |
|-------------------------|------------------------------------|--|---|---|---|---|---|---|------------------------------|--|------------------------------|
| Horsepower | 40 | 30 EFI, 25 EFI, 25 EFI Jet | 20 | 15, 15 Pro Kicker (PK) | 9.9 Pro Kicker (PK), 9.9 BigFoot (BF) | 9.9, 8 | 6, 5, 4 | 3.5, 2.5 | 150 EFI† | 90, 65 Jet† | 50† |
| Full Throttle RPM Range | 5500 – 6000 | 5250 – 6250 (30 EFI) 5000 – 6000 (25 EFI) 5000 – 5500 (25 EFI Jet) | 5250 – 6250 | 5000 – 6000 | 5000 – 6000 | 5000 – 6000 | 5000 – 6000 (6) 4500 – 5500 (5, 4) | 5000 – 6000 (3.5) 4500 – 5500 (2.5) | 5250 – 5750 | 5000 – 5500 | 5000 – 5500 |
| Engine Type | In-line 3 | In-line 3 | In-line 2 | In-line 2 | In-line 2 | In-line 2 | 1 cylinder | 1 cylinder | V6 (60° vee) | In-line 3 | In-line 3 |
| Displacement | 45.6 cu in (747 cc) | 32.1 cu in (526 cc) | 21.4 cu in (351 cc) | 21.4 cu in (351 cc) | 12.8 cu in (208 cc) | 12.8 cu in (208 cc) | 7.5 cu in (123 cc) | 5.2 cu in (85 cc) | 153 cu in (2507 cc) | 84.6 cu in (1388 cc) | 59 cu in (967 cc) |
| Induction System | 2-valve single overhead cam design | 2-valve single overhead cam design | 2-valve single overhead cam design | 2-valve single overhead cam design | 2-valve single overhead cam design | 2-valve single overhead cam design | 2-valve push rod | 2-valve push rod | Loop-charged EFI | Loop-charged (3 carburetors) | Loop-charged (3 carburetors) |
| Ignition | CDI with electronic spark advance | CDI with electronic spark advance | CDI with electronic spark advance | CDI with electronic spark advance | CDI with electronic spark advance | CDI with electronic spark advance | CDI with electronic spark advance | CDI with electronic spark advance | PCM 07 | Modular CDI | Modular CDI |
| Starting | Manual | Electric (turn-key) or manual | Electric or manual | Electric or manual | Electric or manual | Electric or manual | Manual | Manual | Electric | Electric | Electric |
| Gear Ratio | 2.00:1 | 1.92:1 (30, 25 EFI) Jet Drive | 2.15:1 | 2.15:1 | 2.42:1 | 2.08:1 | 2.15:1 | 2.15:1 | 1.87:1 | 2.33:1 Jet Drive | 1.83:1 |
| Alternator Output | 6 amp (76 watts) | 15 amp (186 watts) | 11 amp (139 watts) | 11 amp (139 watts) | 6 amp (76 watts) on electric-start models | 6 amp (76 watts) on electric-start models | Optional 4 amp (50 watts) lighting, 2 amp (25 watts) charging | Optional 4 amp (50 watts) lighting, 2 amp (25 watts) charging | 60 amp (756 watts) | 18 amp (227 watts) | 16 amp (201 watts) |
| Trim System | Gas assist | Gas assist or power trim, manual trim available on EFI | Ratcheting with shallow water drive or power tilt | Ratcheting with shallow water drive or power tilt | Ratcheting with shallow water drive or power tilt | Ratcheting with shallow water drive | 6 position and shallow water drive | 4 position | Power trim | Power trim | Power trim |
| Dry Weight* | 204 lb (93 kg) | 172 lb (78 kg) (30) 186 lb (84 kg) (25 Jet) 157 lb (71 kg) (25) | 115 lb (52 kg) | 115 lb (52 kg) | 96 lb (44 kg) | 84 lb (38 kg) | 55 lb (25 kg) | 40 lb (18 kg) (15" shaft) 42 lb (19 kg) (20" shaft) | 425 lb (193 kg) | 303 lb (137 kg) (90) 315 lb (142 kg) (65 Jet) | 204 lb (93 kg) |
| Steering | Tiller | Remote or tiller | Remote or tiller | Remote or tiller | Remote or tiller | Remote or tiller (9.9) Tiller (8) | Tiller | Tiller with 360° steering | Remote | Remote or tiller kit | Remote or tiller |
| Shaft Length | 15" (381 mm) 20" (508 mm) | 15" (381 mm) 20" (508 mm) | 15" (381 mm) 20" (508 mm) | 15" (381 mm) (15 only) 20" (508 mm) 25" (635 mm) (PK) | 20" (508 mm) 25" (635 mm) | 15" (381 mm) 20" (508 mm) 25" (635 mm) (9.9 only) | 15" (381 mm) 20" (508 mm) | 15" (381 mm) 20" (508 mm) (3.5 only) | 20" (508 mm) 25" (635 mm) | 20" (508 mm) 25" (635 mm) | 20" (508 mm) |

I-6 Verado 200 hp only available with 25" shaft.

40 EFI Jet requires a 20" transom.

25 EFI Jet requires a 20" transom.

Two-year limited warranty standard on 150 EFI two-stroke. One-year limited warranty standard on 90, 65 and 50 two-stroke. † Not available in California.

Note: Due to our constant efforts to offer the finest products available, we reserve the right to change specifications without notice. See your Mercury dealer for optional gearcase styles and gear ratios and for more information on the propeller that is right for you. CR Counter-Rotation Model available. *Dry weight specification is for lightest-version model. Comparative weights refer to base engine without oil, propeller or integral steering cylinder. Gauges used for illustrative purposes only. CARB: California Air Resources Board. SmartCraft Integrated Marine technology standard.

Bass & Walleye Boats is a registered trademark of Ebert Publishing Group Inc. Boating is a registered trademark of Hachette Filipacchi Magazines, Inc. E-TEC is a registered trademark of BRP-Rotax GmbH & Co. Evinrude is a registered trademark of Bombardier Recreational Products Inc. FC-W is a registered certification mark of the National Marine Manufacturers Association, Inc. Honda is a registered trademark of Honda Motor Co. HPDI and VMAX are registered trademarks of Yamaha Hatsudoki Kabushiki Kaisha. J.D. Power and Associates is a registered service mark of J.D. Power and Associates Corporation. Suzuki is a registered trademark of Suzuki Motor Corporation. Yamaha is a registered trademark of the Yamaha Corporation. All other trademarks belong to the Brunswick Corporation. Mercury received the highest numerical score for DI two-stroke engines in the proprietary J.D. Power and Associates 2006–2008 Marine Engine Competitive Information Studies™ tied in 2007, 2008 study based on 6,373 responses, measuring 3 DI two-stroke engine brands and owner opinions of 2006 and 2007 model year boats registered June 2006–May 2007. Proprietary study results are based on experiences and perceptions of owners surveyed September–October 2007. Your experiences may vary. jdpower.com



Complete Coverage
Every Mercury engine comes with a three-year limited, factory-backed nondeclining warranty and the industry's only three-year limited corrosion failure warranty (excluding Mercury Racing outboards and two-stroke outboards).



Mercury Product Protection
Mercury Product Protection (MPP) provides comprehensive component coverage (including labor) on new and certified pre-owned Mercury and MerCruiser® engines. MPP is the only extended service contract in the industry backed exclusively by Mercury and honored by all Mercury Marine dealers. For more information about MPP log on to mercuryproductprotection.com or dial 888-427-5373.

KNOWLEDGE IS POWER

Find engine specifications, boater testimonials and informative comparisons at MercuryMarine.com – the ultimate resource for Mercury outboards.

Look Deeper at MercuryMarine.com



MERCURY
"1 On The Water"

800-MERCURY



Remember, life vests float, you don't.



Mercury Marine is a division of Brunswick Corporation.

BRUNSWICK
GENUINE INGENUITY

P/N: 90-850416009

© 2008 MERCURY MARINE. All rights reserved. Reproduction in whole or in part without permission is prohibited.
Published 10/08 Printed in U.S.A.